



May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Dr. Chairman Martin:

On behalf of the American Heart Association/American Stroke Association I would like to take this opportunity to personally commend WBAV 101.9FM for the partnership they have formed with our organization related to our Charlotte Region Power To End Stroke Initiative. I would also like to thank Beatrice Thompson, WBAV's News & Public Affairs Director, for recognizing the importance of forming and supporting this partnership.

Power To End Stroke is an aggressive national education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. This campaign significantly heightens awareness around the risk of stroke in African Americans, the risk factors associated with the high incidence of stroke in African Americans and it unites African Americans to make an impact on the high incidence of stroke within their community.

Through this partnership, which was formed in April 2008, WBAV 101.9FM has provided to date the following support:

1. Public service announcements about Power To End Stroke and events associated with the Power To End Stroke initiative.
2. Placement of soul food recipes on the radio station website from our Soul Food cookbook.
3. A :30 sec. recorded generic psa on the power to end stroke (running May 1st thru May 31, 2008)

4. A live phone interview highlighting the PTES initiative on the Front Page with Beatrice Thompson on May 6th at 5:25am. Dr. Patrick Graham, Chair of the Charlotte Region PTES Task Force/Initiative was interviewed.
5. Live, on site interview, with Bea Thompson on May 4th during the Straight Talk segment.
6. Public Service Announcement for PTES on the webpage for WBAV 101.9FM –one PSA alluded to the PTES launch event on the 8th, the second was a generic PSA that will remain up on the web.

In addition, Beatrice Thompson is one of Charlotte Region's Power To End Stroke Leadership Task Force members representing WBAV 101.9FM station on the media pillar for the initiative. She also served as mistress of ceremonies at the PTES reception/launch event held May 8th at Johnson C. Smith University.

AHA/ASA is very fortunate to have the support and partnership that WBAV 101.9FM provides to our organization and the National Power To End Stroke Campaign. We look forward to continued support and partnership opportunities as we move into our new fiscal year that begins July 1, 2008.

If you have any questions please don't hesitate to contact me on my cell phone (828-506-8378).

Sincerely,

Regina E. Fleenor
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